

DETAILED ACTION

1. The following Office action is in response to communication filed on January 18, 2011. Independent claims 3 and 10 have been amended by Examiner's Amendment. Dependant claim 8 has been amended by Examiner's Amendment. **Claims 3-8 and 10-14** are currently pending and have been allowed.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on January 18, 2011 has been entered.

EXAMINER'S AMENDMENT

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone conversation (and email communication) on March 24, 2011 by Mu Yang (Reg. No. L0665).

The application has been amended as follows:

In the listing of the claims :

Please amend claim 3 as follows:

Claim 3: (Currently Amended) A commodity control system comprising:
a computer processor;
information storage means configured to store a commodity control byte data for each of a plurality of commodities, the commodity control byte data comprising a commodity identification information for identifying the commodity, manufacturer information associated with a plurality of manufacturers that have manufactured the commodity and client information associated with a plurality of clients that have acquired the commodity;
communication means for communicating with an external device; and
information processing means, ~~operated by the computer processor,~~ for controlling the operation of each of the means, wherein the information processing means is configured to:
a) correlate commodity identification information with manufacturer information associated with one of the plurality of manufactures to receive

- correlated information from a manufacturer terminal through the communication means,
- b) collate the received commodity identification information with the commodity identification information stored in the storage means,
- c) specify, when the received commodity identification information has been matched with the commodity identification information stored in the storage means as a result of the collation, the commodity identified by the received identification information,
- d) extend, via the computer processor, in a linear fashion, the commodity control byte data associated with the specified commodity by adding the received manufacturer information to the commodity control byte data associated with the specified commodity and store the commodity control byte data to the storage means,
- e) correlate commodity identification information for identifying the commodity with client information associated with one of the plurality of clients to receive correlated information from a client terminal through the communication means,
- f) collate the received commodity identification information with the commodity identification information stored in the storage means,
- g) specify, when the received commodity identification information has been matched with the commodity identification information stored in the

storage means as a result of the collation, the commodity identified by the received identification information, and

h) extend, via the computer processor, in a linear fashion, the commodity control byte data associated with the specified commodity by adding ~~add~~ the received client information to the commodity control byte data associated with the specified commodity and store the commodity control byte data to the storage means.

Please amend claim 8 as follows:

Claim 8: (Currently Amended) The commodity control system according to claim 2 or 3, wherein

the storage means stores the manufacturer information, including process information of manufacturing processes in the manufacturer,

the processing means receives, when the received manufacturer information is added to the storage means for each of the specified commodities, the process information included in the manufacturer information from the manufacturer terminal through the communication means for each of the manufacturing processes, and also adds the process information included in the received manufacturer information to the storage means for each of the manufacturing processes.

Please amend claim 10 as follows:

Claim 10: (Currently Amended) A computer-implemented method for controlling commodity, the method comprising:

correlating, via a computer, a commodity identification information for identifying a commodity with a manufacturer information associated with one of a plurality of manufactures that have manufactured the commodity to receive a correlated identification information from a manufacturer terminal through a communication means;

collating the received commodity identification information with commodity identification information stored in a storage means;

specifying, when the received commodity identification information has been matched with a commodity identification information stored in the storage means as a result of the collation, the commodity identified by the received identification information;

extending, via the computer processor, in a linear fashion, a commodity control byte data associated with the specified commodity by adding the received manufacturer information to the commodity control byte data associated with the specified commodity and store the commodity control byte data to the storage means;

correlating the commodity identification information with client information associated with one of a plurality of clients that have acquired the commodity to receive the correlated information from a client terminal through the communication means;

collating the received commodity identification information with the commodity identification information stored in the storage means;

specifying , when the received commodity identification information has been matched with the commodity identification information stored in the storage means as a result of the collation, the commodity identified by the received identification information; and

extending, via the computer processor, in a linear fashion, the commodity control byte data associated with the specified commodity by adding add the received client information to the commodity control byte data associated with the specified commodity and store the commodity control byte data to the storage means.

Allowable Subject Matter

4. Claims 3-8 and 10-14 are allowed.

Reasons for allowance

5. As per independent claims 3 and 10 the following is an examiner's statement of reasons for allowance: The prior art of record most closely resembling Applicant's claimed invention are Perkowski et al., (US Patent Application Pub. No. 2002/0198791), Wallace, (US Patent Application Pub. No. 2002/0082735), and Suver (US Patent No. 6,016,497).

Perkowski provides An Internet-based consumer product marketing, merchandising and education/information system which enables manufacturers, their agents, retailers and their agents, and consumers to carryout product-related functions

along the demand side of the retail chain. A central UPN/TM/PD/URL RDBMS stores a central database of UPN/TM/PD/URL links. A first subsystem enables a manufacturer's marketing, brand and/or product managers to create and manage a local database of UPN/TM/PD/URL links related to the consumer products of the manufacturer being offered for sale in both physical and/or electronic marketplaces, and periodically transport local database of UPN/TM/PD/URL links to central UPN/TM/PD/URL RDBMS by electronic data interchange techniques. The local database of UPN/TM/PD/URL links is managed within a local UPN/TM/PD/URL RDBMS, and selected by the manufacturer's marketing, brand and/or product managers so as to create a desired brand image for each consumer product of the manufacturer. A second subsystem enables consumers to access one or more UPN/TM/PD/URL links in central UPN/TM/PD/URL RDBMS, to request and obtain information about a manufacturer's consumer product so as to make informed/educated purchases along the demand side of the retail chain. A third subsystem enables manufacturers and their advertising and marketing agents to access one or more UPN/TM/PD/URL links in central UPN/TM/PD/URL RDBMS, to display consumer product advertisements to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to project the desired brand image to consumers. A fourth subsystem enables retailers and their marketing and promotional agents to access one or more UPN/TM/PD/URL links in central UPN/TM/PD/URL RDBMS, to promote consumer products to consumers, at or near the point of purchase or sale within both

physical and/or electronic retail shopping environments so as to promote the sale of such products in inventory.

Wallace provides a remote material monitoring system is provided which can be used to monitor inventory quantities for raw materials at a remote site and automatically transmit signals corresponding to existing material levels from the remote site to a central computer at predetermined time intervals. Wallace further discloses a method for a transportation carrier to maintain sufficient quantities of raw materials at a remote manufacturing site is provided that includes the generation of a first signal representative of an existing raw material quantity at a fly remote site. The existing raw material quantity and a projected material usage rate for the existing raw material quantity based on the transmitted signals are determined. based upon this determination, additional raw materials are ordered from a preselected vendor based on the existing material quantity and the projected material usage rate. A transport vehicle is provided to deliver the additional raw material from the preselected vendor to the manufacturing site by transporting the additional raw material from the preselected vendor to the manufacturing site.

Suver provides a system and computer-implemented methods for accessing and storing information embedded in a column of a database row, especially useful for complex data, that is, data which is logically multi-valued or hierarchical. Embedded data is not stored in a separate table but is stored directly in a complex column comprising embedded data a subtables. A row of data is physically stored in a tagged, variable-length object-relational format, which allows the data to be stored as atomic

data values or embedded as collections of data values, data structures, or collections of data structures. The structures can have further levels of embedding, i.e. more collections and/or structures. Embedded data may further include typed data embedded in multiple tables and columns. The query language for accessing the data includes a series of extensions that provide additional access paths to the data. Searches can access data within tables and sub-tables, and can access data by user defined type (UDT) in a single table or across multiple tables. Suver further discloses two variable-length rows employed in the exemplary database of FIG. 4, one from the Customers table and one from the Suppliers table, for illustrating a query on a type, and also illustrates exemplary rows 1101, 1103 associated with particular data entries in the two different tables, Customers and Suppliers.

However, the combination of Perkowski, Wallace, and Suver fails to teach or suggest the limitations of independent claims 3 and 10 which recite specifying, when the received commodity identification information has been matched with a commodity identification information stored in the storage means as a result of the collation, the commodity identified by the received identification information; extending, via the computer processor, in a linear fashion, a commodity control byte data associated with the specified commodity by adding the received manufacturer information to the commodity control byte data associated with the specified commodity and store the commodity control byte data to the storage means; specifying, when the received commodity identification information has been matched with the commodity

identification information stored in the storage means as a result of the collation, the commodity identified by the received identification information; and extending, via the computer processor, in a linear fashion, the commodity control byte data associated with the specified commodity by adding the received client information to the commodity control byte data associated with the specified commodity and store the commodity control byte data to the storage means.

As per claims 4-8 and 11-14, these claims depend on the allowed independent claims 3 and 10 above and incorporate the limitations thereof, and are therefore allowed for at least the same rationale as applied to the independent claims 3 and 10 above, and incorporated herein.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Gurkanwaljit Singh whose telephone number is (571)270-5392. The examiner can normally be reached on Monday to Thursday 8am-5pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lynda Jasmin can be reached on (571)272-6782. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/G. S./
Examiner, Art Unit 3624
March 24, 2011

/Romain Jeanty/
Primary Examiner, Art Unit 3624